



America's Leader in Outdoor TV

# Outdoor Channel Overview

November 15, 2007



# Outdoor Channel is the undisputed leader in outdoor TV

- Leading network for outdoor lifestyle with over 90% of programming in fishing, hunting and traditional outdoor sports.
- 99% exclusive content not available anywhere else.
- #1 network for concentration of men 25 – 54.
- 31 million Nielsen subs.
- Available on all major cable/satellite platforms and in every major DMA.
- Offering complete package of HD, VOD and broadband content.
- Publicly traded.
- Nielsen-rated since 2002.





**Outdoor Channel serves a substantial and passionate affinity group**

**87 Million Americans Are Outdoor Enthusiasts**

**\$120 Billion Spent Annually on Outdoor-Related Expenditures**

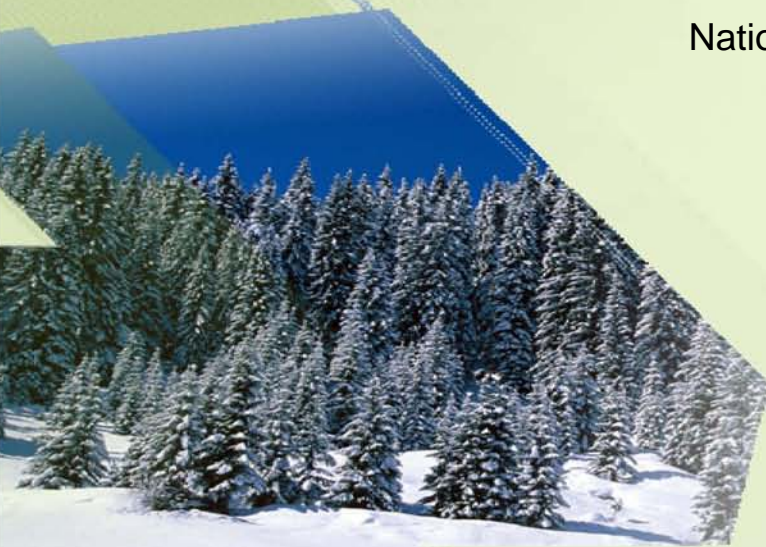
Source: 2006 National Survey of Fishing, Hunting and  
Wildlife-Associated Recreation, US Fish & Wildlife Service



# Outdoor Channel has strategic partnerships with top conservation and outdoor affinity organizations that boast a combined membership base of almost 5 million

## Outdoor Channel Partners




Partner Organization	Membership Base
Boy Scouts of America	4 million
National Wild Turkey Federation	545,000
Trout Unlimited	152,000
National Shooting Sports Foundation	3,600 businesses



# Outdoor Channel ranks #1 for concentration of Men 25 – 54

Prime: M – Sun 7p – 12a		
Rank	Network	M 25-54
1	Outdoor Channel	595
2	NFL Network	571
3	VH1 Classic	541
4	Discovery Science	511
5	Speed	510
6	ESPN News	498
7	ESPN	468
8	Discovery	464
9	Versus	451
10	G4	442
11	Military	440
12	History	440
13	SciFi	437
14	National Geographic	407
15	ESPN2	404
16	Golf	403
17	Discovery Times	399
18	Comedy	397
19	DIY	394
20	Spike	389

## Key

-  Program Service Vertically Integrated with an MVPD - Comcast
-  Program Service Vertically Integrated with an MVPD – Fox Cable Networks/News Corp./DirecTV
-  Program Service Vertically Integrated with an MVPD – Cox/Liberty Media/Newhouse

Source: Nielsen Media Research, September 2006 – September 2007 (12-month period), Viewers per 1,000 HH's (VPVH), Prime = M-Su 9p – 12a; rank is among all Nielsen-rated ad-supported cable networks

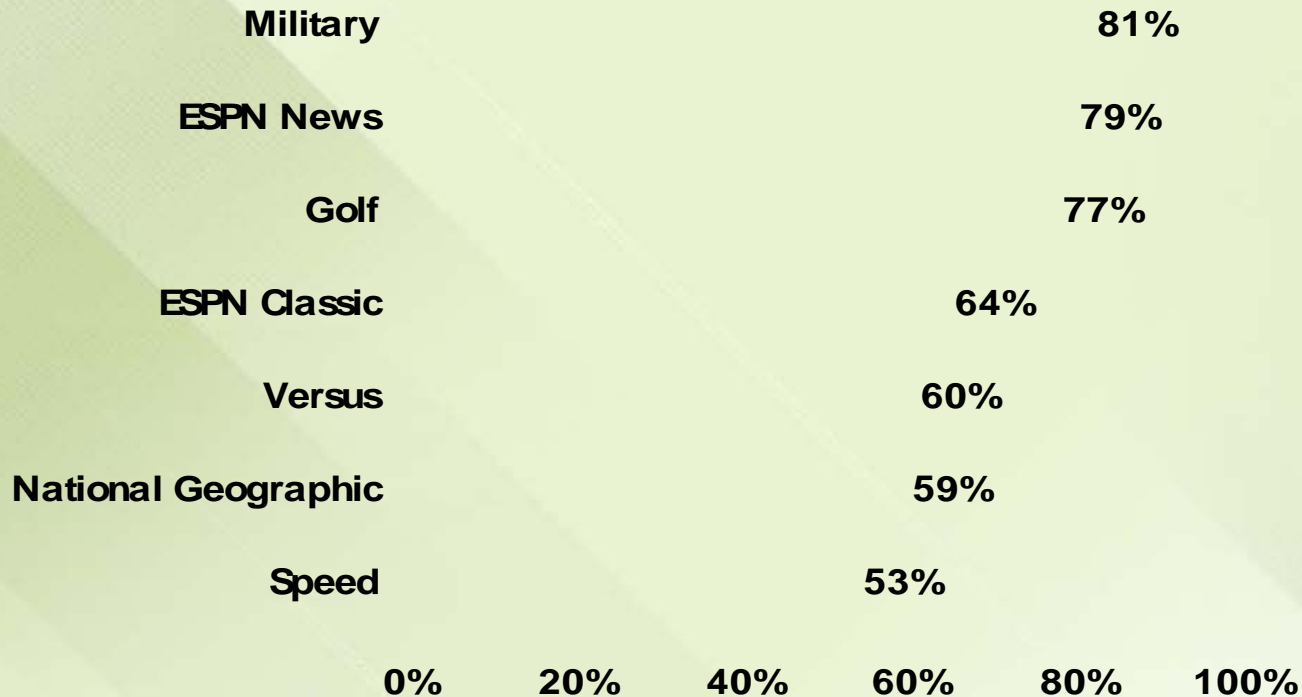


# Outdoor Channel's viewership is largely unduplicated

*(How to Read: % of Outdoor Channel viewers watching in primetime who DO NOT watch the following networks in primetime. Example: 60% of Outdoor Channel viewers watching in primetime DO NOT watch Versus in primetime)*

## Non-Duplication

Households: M – Su 7p – 12a



## Key

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Vertically Integrated with  
an MVPD - Comcast

Program Service Vertically  
Integrated with an MVPD – Fox  
Cable Networks/News  
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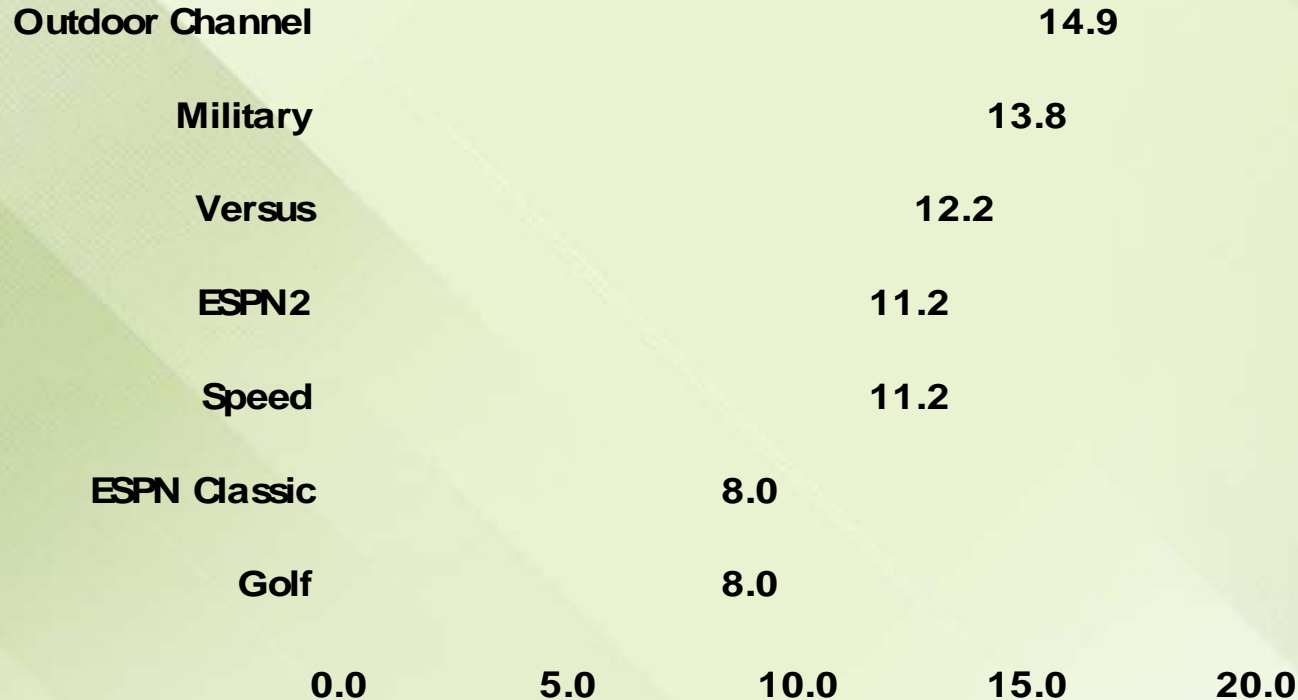
Program Service Vertically  
Integrated with an MVPD –  
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# Outdoor Channel boasts an unrivaled length of tune

**Length of Tune**  
**Households: M – Su 7p – 12a**  
***Average Tuning Minutes in Daypart***



## Key

Program Service  
Vertically Integrated with  
an MVPD - Comcast

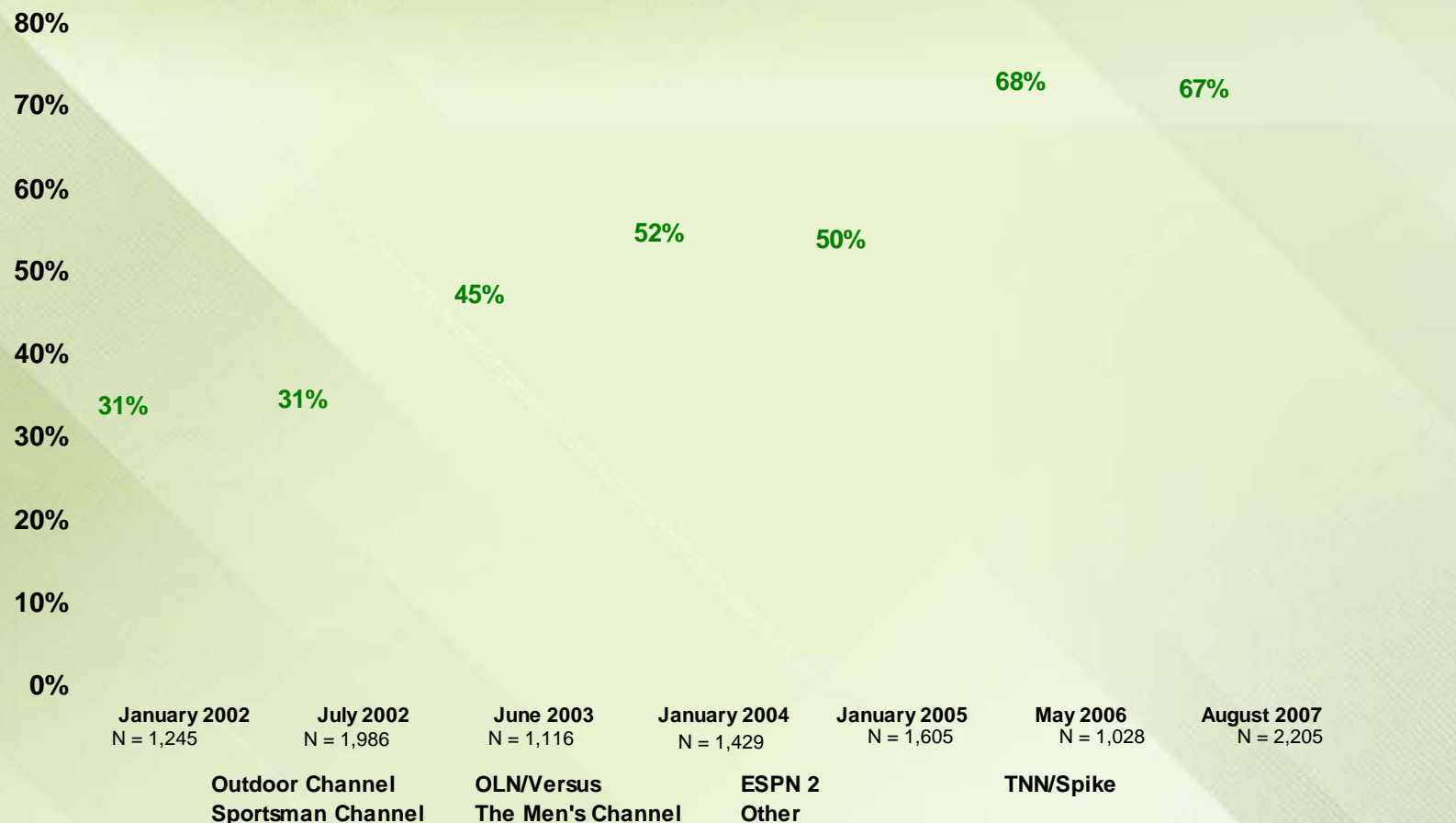
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# Outdoor Channel is the viewer favorite

## *What Is Your Favorite Network for Outdoor Programming?*



### Key

Program Service Vertically  
Integrated with an MVPD -  
Comcast

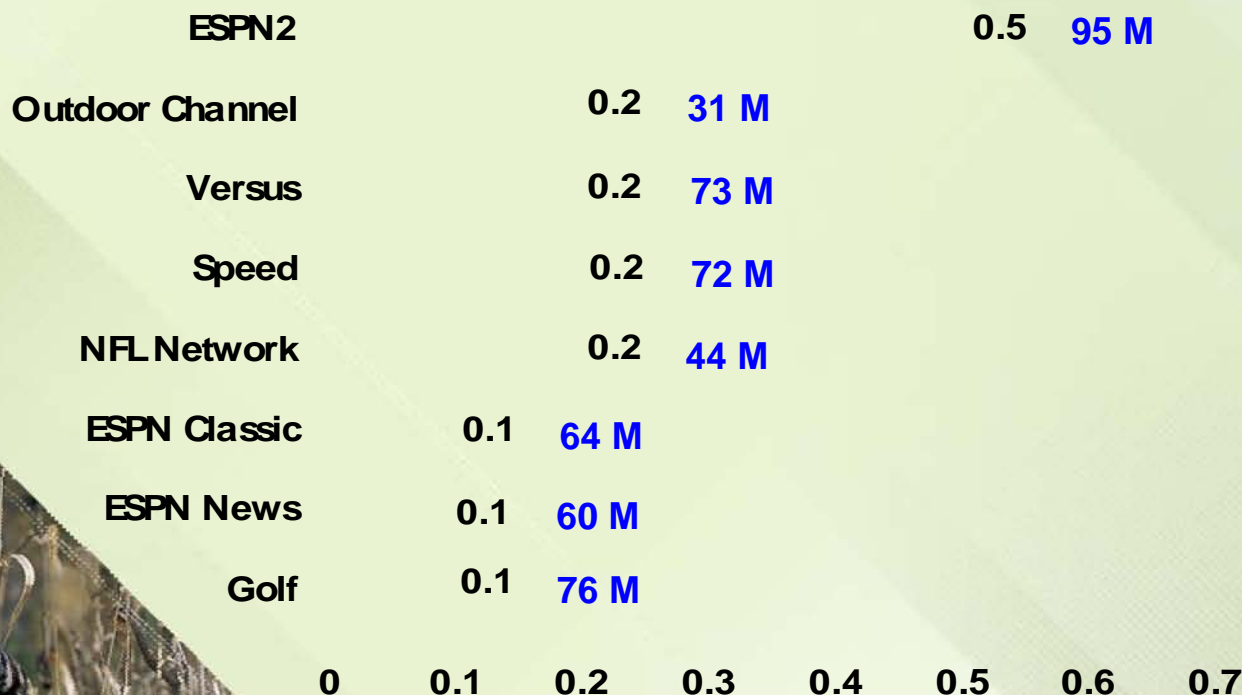




# Outdoor Channel pulls primetime ratings equal to or greater than many other networks with wider distribution

Cable Network Coverage Rating Comparison: Q3  
2007 M – Su 7p – 12a

*Network UE Noted in Blue (Millions)*



## Key

Program Service Vertically Integrated with an MVPD - Comcast

Program Service Vertically Integrated with an MVPD – Fox Cable Networks/News Corp./DirecTV



Source: Nielsen Media Research, Q3 2007, network UE's are per Nielsen Media Research Q3 2007

# Outdoor Channel features best-in-class programming in the hunting, fishing and adventure genres

- ***Realtree Road Trips (Hunting Genre)*** – Hosted by Michael Waddell, one of the most respected and recognized hunting experts in the country, this different type of hunting show features everything from big game to wingshooting.
- ***Ultimate Match Fishing (Fishing Genre)*** – Hosted by bass fishing legend Joe Thomas, this unique, single-elimination invitational tournament pits major professional anglers against each other—while fishing in the same boat! Anglers compete for a grand prize of \$50,000. New to Outdoor Channel in 2008...Ultimate Match Fishing College Edition. This extension of the original show features anglers from schools like Penn State, Oklahoma and Alabama.
- ***DockDogs (Adventure Genre)*** – Featuring athletic sporting breeds, *DockDogs* consists of dogs jumping into water from a designated dock or jetty with the largest or highest leap earning that canine a victory. During competition, the trainer throws a toy into the water while the dog has 90 seconds to run down the jetty and launch himself after it. In this “Big Air” competition the longest jump wins!

